Send $.00 per event 3X5 5 for each Event
On Duty 4X10 5 for each Event
DUTY Free Bags 24,000
additional 72 L 72 XL

T-Shirts 144 for each event
72/L
72/XL
Total T-Shirts 1,728 L
Total 3,456 1,728 XL

PHOENIX MARKETING & RESEARCH, INC.

4132 Sunrise Highway, Oakdale, New York 11769 • (516) 244-2930
FAX (516) 244-2749

January 9, 1996

Plus

Indirect 3960

TO: Maria Medina

FROM: Steve Bellissimo

REF: Support Materials

\# Packs
1 2 3
KeyChain Cass.

EVENT	DATE	LIGHTERS/NAME GEN	SALES	1	2	3
Coconut Grove	2/19-21	15000/15000	800	300	200	300
Zulu Fest	2/19	3000/3000	400	150	100	150
Black Expo Atlanta	3/30-31	3000/3000	400	150	100	150
French Qtr Fest	4/8-4/10	10000/10000	800	300	200	300
Houston Intl Fest	4/22-4/30	15000/15000	1000	400	200	400
Black Expo Jaksnvl	4/27-28	3000/3000	400	150	100	150
Black Expo Houston	5/18-19	3000/3000	400	150	100	150
Afro Amer Consumer	6/1-2	3000/3000	400	150	100	150
Black Expo N.Y.	6/14-16	3000/3000	400	150	100	150
Goombay Miami	6/TBD	10000/10000	1000	400	200	400
Black Expo IN	6/26-28	10000/10000	1000	400	200	400
Black Expo Chicago	6/TBD	10000/10000	1000	400	200	400
Afro Am Heritage	8/TBD	10000/10000	1000	400	200	400
Air/Water Show	8/5-6	15000/15000	1000	400	200	400
Black Expo Missouri	8/17-18	15000/15000	1000	400	200	400
Viva Mexico	8/26-27	10000/10000	1000	400	200	400
Jazz Fest	9/1-3	15000/15000	1000	400	200	400
Black Expo Dallas	9/14-15	3000/3000	500	200	100	200
Arts Fest Atlanta	9/16-24	15000/15000	1000	400	200	400
Discovery Of Amer	10/6-13	15000/15000	1000	400	200	400
TOTALS		195000/200000	15500	6100	3300	6100 Packs

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Source: https://www.industrydocuments.ucsf.edu/docs/ygdn0004